

Lessons Learned in Lighting Showrooms

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Basically 4 Customer Types



The Educated Customer

- They have done research
- They know what they want
- They need our guidance to make it happen
- Money is no object

















The Customer that
THINKS they are
educated

- The DIY crowd educated by the Internet though they can never tell you where
- They insist that a product will perform a certain way, even though they see it on display in our showroom
- They buy and realize on install their expectation has not been met in terms of color, dimming, or brightness OR they leave and go to the big box store
- They return the product and afraid to make another mistake, revert to old technology
- This customer is better suited for the big box store

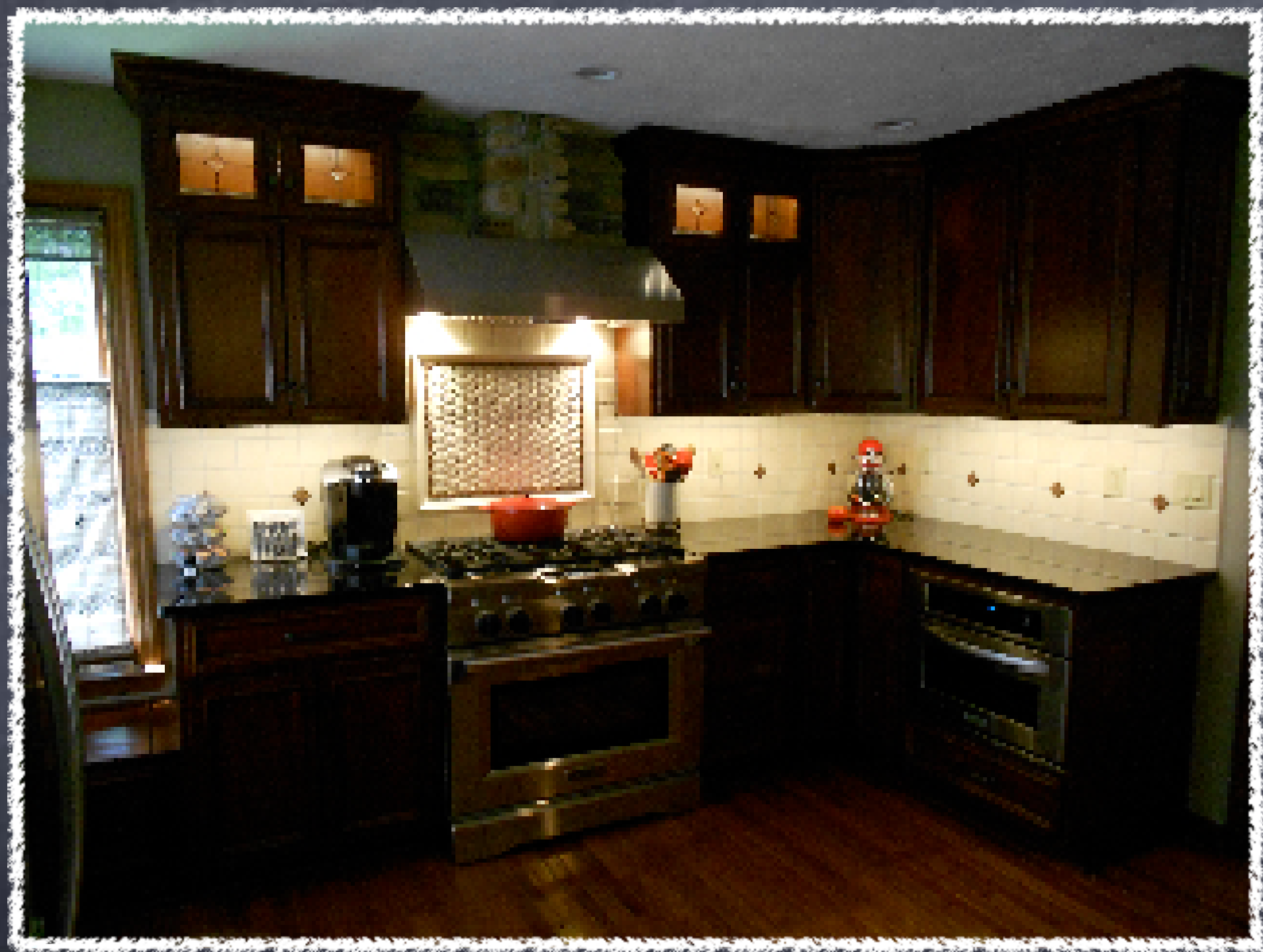


The customer who
WANTS to be
educated

- Happy to be educated by showroom staff and listen to recommendations
- Limited to undercab, accent, landscape, and retrofit lamp categories
- Willing to be reasonable with expectations
- Don't mind increased price for increased benefits











The customer who does
NOT want to be educated

- Is skeptical of the education offered
- Asks very few questions except "Why are they taking away my light bulbs?"
- Does NOT like change
- If I can get this customer to try an Eco-halogen lamp, I have been successful

Changing Customer Behavior

- Customers willingness to change varies greatly
- Find their pain, this where change makes sense to them
- Retrofit LED lamps are an easy change
- LED fixtures Not so much

The Future of LED Lighting

- It has to be an easy change for the customer
- Low wattage and higher lumen output
- Price needs to come down
- Issues with color, dimming, brightness needs industry standards established

Lighting and Wellness

- Lighting for the elderly
- Lighting for hospitals and nursing homes
- Lighting in schools
- Lighting in our homes

Thank you so much!